To: Moulton, G
From: Young, Mark
Edited: 3/5/98 11:19
Subject: Empire Tobacco Co.

Dear George,

Well I hope you and Sharon had a great trip down to the islands ..... and the weather was good. Just as information, I talked to Tony Sicliano earlier this week on a few issues that he had .... but he also made it clear that it had nothing to do with Jim Mallardi.

* First was the fact that he was disadvantaged in several stores outside the test area that wanted the new salem but he was not allowed to sell it to them (they could order it from Stommel or Levinson). I explained to Tony that if a store wanted the new Salem that bad ..... then sell it to them.

* The second issue has to do with a chain of 4 stores .... 3 of which are PM exclusive, where he was being disadvantaged by not selling all stores our promotions. As he explained, the owner of the chain said if he doesn't sell them promotions .... then he could get them from another direct account. I explained to Tony that under no circumstances .... would we allow our promotions to be sold to a PMX. If another DA is selling to the PMX's ..... let us know who and we will handle. Tony didn't say, but hinted that it was Levinson. I discussed these issues with Mallardi and he knows the name of the small chain.

* The third issue has to do with selling DPC to a problem RJR Sub-Jobber upstate ..... Neighters Wholesale. Tony wants to sell the DPC .... and we don't want any promotions in this account.

I told Tony that once you get back from your vacation, you'll drop by to discuss these issues with him and Mallardi. Bottomline, I basically told Tony the same thing that Mallardi has been saying. Try to work in a quick visit next time you're with Jim .... stop by and see Tony.

Thanks
Mark

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